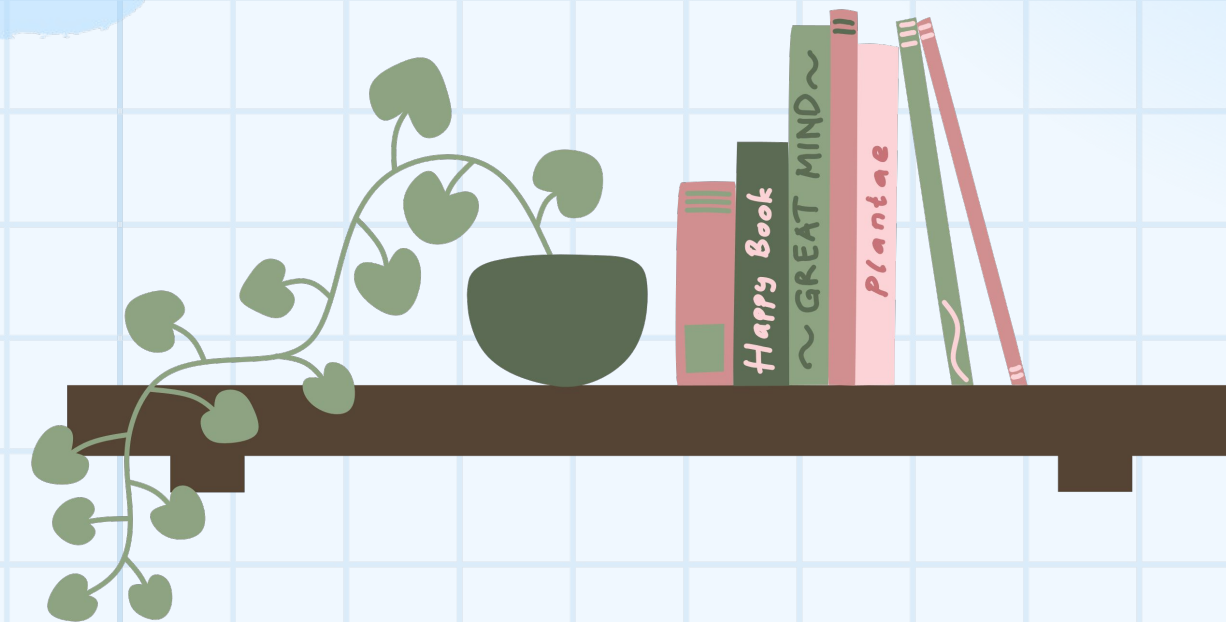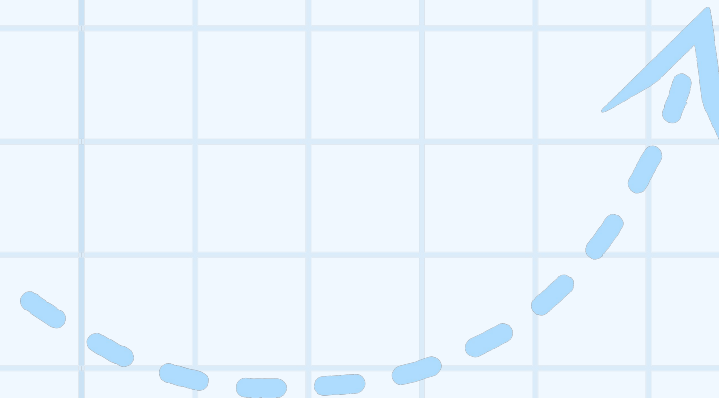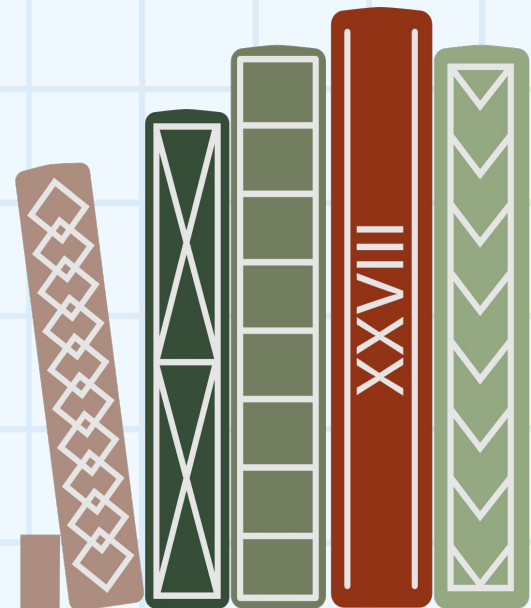# BS./BSC.IN

Applied ai and Data Science

Basics of Data Analytics

Let's dive into and learn:

1 Communicating your results

Communicating Data Analysis

- Data Analysis

    - begins with

        - understanding the problem that needs to be solved

        - desired outcome that needs to be achieved

    - ends with

        - Communicating the results in a way that helps in

            decision-making

Communicating Data Analysis

- Success of the your communication depends on how well others can understand and trust your insights to take further action.

- You need to tell the story with your data by visualizing the insights clearly and creating a structured narrative explicitly targeted at your audience.

Understanding Your Audience

- Begin by asking yourself the following questions.

    - Who is my audience?

    - What is important to them?

    - What will help them trust me?

Understanding Your Audience

- Your audience may be a diverse group

    - Different business functions they represent

    - Role in the organization – operational or strategic

    - Impacted by the problem

- Presentation needs to be framed around the level of information

    your audience already has

Understanding Your Audience

- Based on your understanding of the audience, decide how much

  information is essential to enable a better understanding of your

  findings.

- A presentation is not a data dump.

- Consider what pieces are more important to your audience than

  others.

- Too much information

  - Your audience will struggle to understand the point you're

Tips

- Begin your presentation by demonstrating your understanding of the business problem to your audience

- Don't assume that the audience knows what they are here for

- Presentation should reflect your understanding of the problem that needs to be solved, and the outcome that needs to be achieved

- Speak in the language of the organization's business domain

Tips

- Structure and organize your presentation for maximum

  impact.

    - Reference the data you have collected.

    - If you're unable to establish the credibility of your data,

      people don't know that they can trust your findings.

- Share your data sources, hypotheses, and validations.

- Don't ignore any key assumptions made during the analysis

Tips

- Organize information into logical categories based on the information

  you have

  - E.g. do you have both qualitative and quantitative information

- What takeaway does your audience need?

  - an executive summary, a fact sheet, or a report?

- The format you choose

  - Depends on how your audience going to use the information you

Tips

- A powerful visualization tells a story through the graphical depiction of facts and figures.

- Data visualizations—graphs, charts, diagrams—are a great way to bring data to life.

- Decide if you're showing a comparison, a relationship, distribution, or composition,

Remember!

- Your audience must be able to trust you, understand you, and relate to your findings and insights.

- Establish credibility of your findings, present the data within a narrative, and support it through visualizations

- Your audience should be able to derive valuable insights.

How to effectively communicate your findings

Thank you